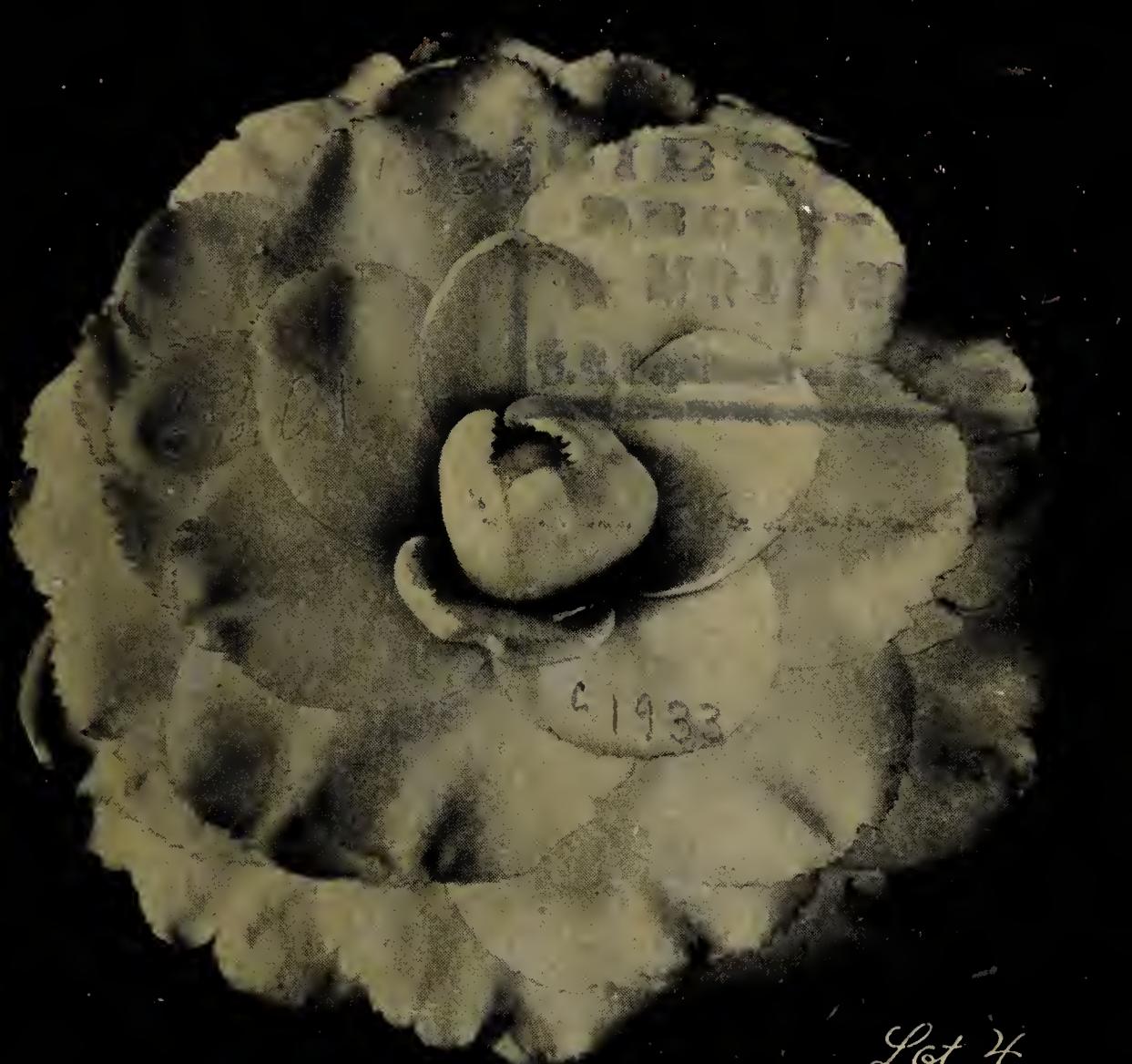


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Camellias

Aristocrats since yester-years..



Lot 4.
from "Longview"
Alba Fimbriata
ROBT. O. RUBEL, JR., PROP.
Crichton, Ala.
(Suburban to Mobile)



"Longview"

Crichton, Ala.

Camellias....

In a catalog as small and brief as this, space does not permit an extensive description of each variety of Camellia, or historical data on the introduction of the varieties now in commerce.

Illustrations are from photographs of individual flowers, taken by the writer at "Longview." These pictures give a fair idea of the form and structure of the flowers.

Descriptive text is limited to color, size, natural period of blooming, habit of florescence, growth, and brief comments concerning our opinion of their merits.

The writer has grown Camellias at "Longview" since 1915, and each year finds many new and interesting experiences in their culture. For instance, many varieties show a tendency of color variations when grown on different soils.

Since 1928 the writer has been checking the chemical reaction of soils, and their influence on color values of Camellia flowers. In another season, it is hoped, definite data can be released on these experiments, proving of value to all Camellia growers.

To those who are not familiar with Camellias, either as to their commercial possibilities for cut flowers or for resale as blooming pot plants, it is difficult to visualize their place in horticulture.

Camellias are one of the finest, if not actually the finest of our exotics. The beautiful and showy flowers always excite admiration, because their delicacy or warmth of color, size and magnificence of flowers, and ease of culture, approaches the "Ne plus ultra" of plants.

They are perhaps the most valuable ornamental plants in commerce.

Two landscape contractors sold and planted more than \$100,000.00 worth of Camellias during the lean years of 1931-1932.

Thirteen car-loads of collected specimens were furnished one South Carolina customer by "Longview" in that period. This was probably the largest sale of Camellias since their introduction to Europe in 1737.

Perhaps more confusion exists in horticultural names of Camellias than any other species of plants. It is regretted that nurserymen throughout the U. S. carelessly or through ignorance or indifference, have disseminated Camellias incorrectly named, under local names, or names to their own liking, without regard to accuracy.

Quite a few Camellias are sold under three to seven different names which adds to the present chaotic confusion, and proves very disappointing to the buyer. The most urgent need at this time is a standardized nomenclature on all horticultural names of Camellias. For the sake of accuracy, Camellias from "Longview" are offered under Lot numbers when positive identification has not been established.

Purchasers are entitled to know the correct names, or furnished an accurate description of color, size, flowers, form, structure, natural period of blooming and general habits of growth and flowering.

The most interesting books on Camellias are Berlese, *Iconographie de genre Camellia*, illustrating in color and describing 300 of the finest varieties in commerce, published 90 odd years ago.

Verschaffelt's *Nouvelle Iconographie des Camellias* illustrates and describes more than 500 varieties, 1848-1860.

Copies of these very rare books, and many other foreign horticultural books published 70 or more years ago, giving data on Camellias, are in the library at "Longview." They represent the only trustworthy source of information for correctly identifying the horticultural names of our present day Camellias.

A visit to "Longview" will prove interesting to Camellia fanciers. Visitors welcome anytime except Sunday mornings. No business transacted on Sundays.

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MEMBER



"Longview"
Crichton, Ala.

Robt. O. Rubel, Jr., Prop.-Camellia Specialist

LONG DISTANCE

Call Mobile, Ala., Jackson 2001-R

MOBILE, ALA.



"Longview"

Crichton, Ala.



Lot 1...

Sarah Frost....

The true Sarah Frost is a strong, vigorous grower, having flowers 3 to 3½ inches in diameter, full double, 120 petals diminishing in size to the center, of full rose form, blooming naturally in January and February, although it can be flowered for Christmas, under glass, producing satisfactory cut flowers for the florist trade.

This Camellia is more frequently sold by color, and not by name. It is variously described by different nurserymen as double red, rose, crimson, scarlet, cherry, deep pink and cerise, etc. In addition, there are three distinct varieties offered by Southern nurserymen under the name Sarah Frost.

Color values in Camellia flowers are to some extent, influenced by chemical reaction of soil, which accounts for this variation in description by different growers.

The specimen plant shown below, produces countless thousands of flowers annually on a 60 year old Sarah Frost growing outdoors in this county. It is 14 feet high and 50 feet in circumference.





"Longview"

Erichton, Ala.



Alba plena.... Lot 6..

Lot 6...

Since its introduction from the Orient to England, 1792 by Sir John Slater, of the East India House, this variety has always been the most popular and desirable cut flower of all Camellias. Porcelain white, full double, with 100 petals, diminishing in size to minute petals in the center, it blooms naturally and very profusely from the last of November thru January. Produces perfectly symmetrical flowers 4 inches in diameter.

Habit of growth is somewhat slower and more compact than other Camellias.

Berlese, in his earlier Monograph, published 1838 and translated by Dearborn in 1839, describes Alba plena as follows: "Flowers very large, full, regular, deprived of sexual organs, which are replaced with numerous petals, thick, imbricated, milk-white, forming a very round corolla, four inches in diameter, and of an extremely elegant form."

Alba plena is unquestionably the finest white Camellia in commerce.



"Longview" ROBT. O. RUBEL, JR., PROP Eriction, Ala.



"Longview"



Crichton, Ala.



Lot 9... Chandlerii....

Flowers 5 to 6 inches in diameter, color, from dark cherry red to light pink tint, irregularly blotched with white. This is truly a Camellia of imperial grandeur that always arrests admiring attention.

If beauty of Camellia flowers was judged solely by size and color, Elegans Chandlerii would qualify in the classification of an enormous, bold, stately, well-built flower. It is one of the largest of all Camellias. Many specimen plants have been sold at \$100.00 to \$1,000.00 each since 1930, for use in landscaping large estates. We supplied quite a few of these fine specimens.

It is one of the old varieties introduced by Chandler Nursery at Vauxhall, England in 1829 and will always remain popular, because of its free habit of producing an abundance of strikingly beautiful flowers, either under glass or in the garden.

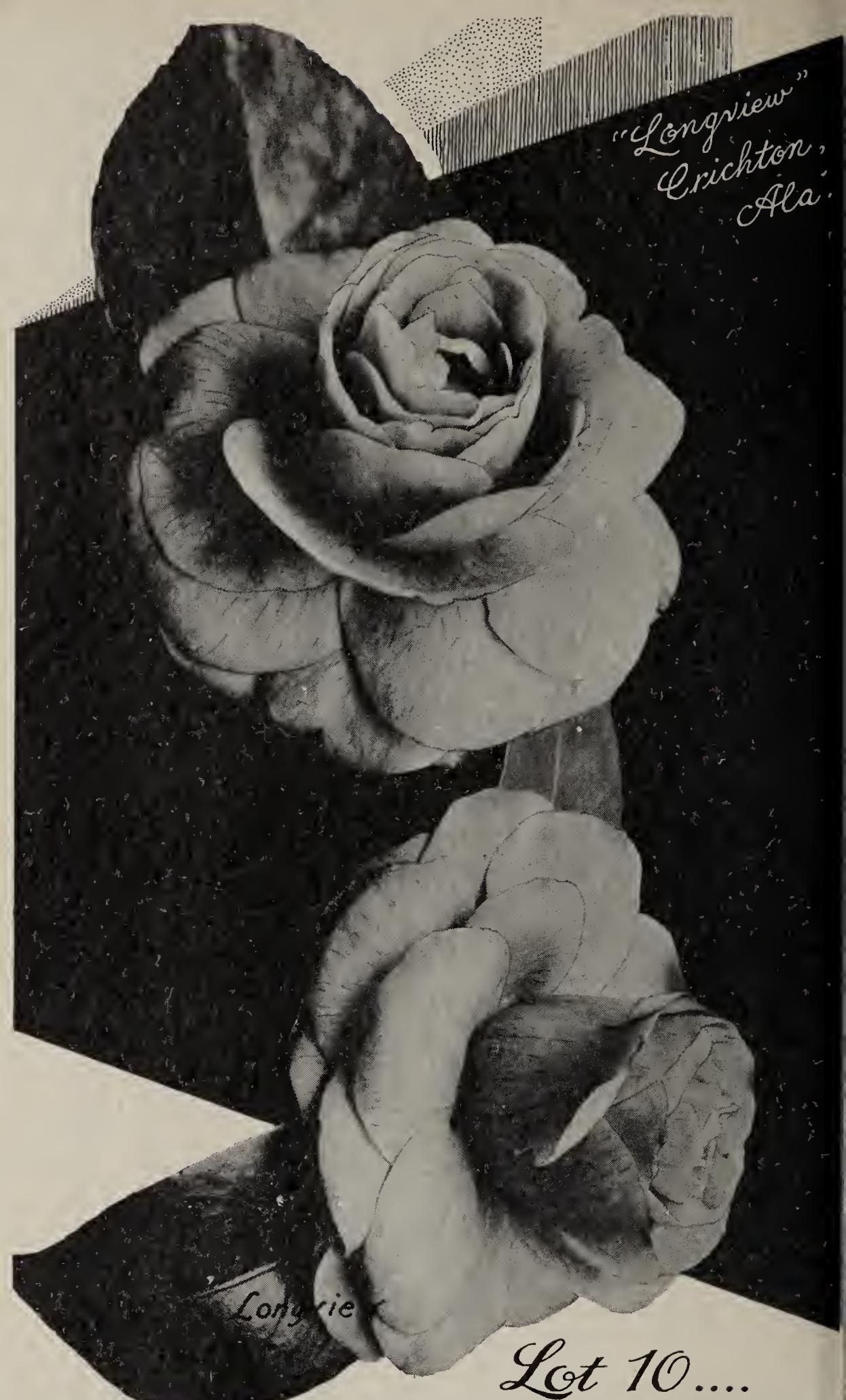
The illustration above fails to convey an adequate idea of its beauty. No collection is complete without this fine Camellia.

"Longview"

ROBT. O. RUBEL, JR., PROP.



Crichton, Ala.



"Longview"
Crichton,
Ala.

Lot 10....

This Camellia produces an abundance of full double brilliant rose pink flowers, 3 inches in diameter.

As the buds open, it has an unusual habit of showing a close-form rose bud center, while the outer petals reflex as shown in illustration above. Gradually the petals in the rose-formation unfold, and reflex until the minute petals of the center are visible.

The parent plant, growing on sandy soil in full sunshine, was thrifty, compact and flowered freely from the middle of December through February.

It is a very desirable cut flower variety for greenhouse culture or as an outdoor ornamental in mild winter latitudes.

We sold the original parent plant in 1931 shipping it to South Carolina.

"Longview" ROBT. O. RUBEL, JR., PROP. Crichton, Ala.

"Longview"



Erichton, Ala.



Lot 14...Anna Zucchini...

This double white Camellia is illustrated and described in Verschaffelt's Nouvelle Iconographie des Camellias, October, 1848.

Flowers are rose form, $2\frac{1}{2}$ to 3 inches in diameter, occasionally penciled or flaked with magenta stripes on outer petals.

This is a useful variety for cut flowers or outdoor ornamental planting, blooming naturally in January and February.

Composed of 50 to 60 outer petals, with a tuft of 45 to 65 narrow petaloids about one-half inch long, in the center. True stamens with anthers have not been noted among these petaloids.

The two parent trees from which we propagated our stock, produced a few pure pink sports. These sports have been grown under our Lot No. 82 and will be released to the trade about 1935. Both specimen parent plants, 12 and 15 feet high respectfully, we sold to a party in South Carolina in 1932.

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Crichton, Ala.

Longview

Prof. Chas. S. Sargent Let 15....

Named in honor of the late Prof. Charles Sprague Sargent, keeper of Arnold Arboretum. Here is an outstanding Camellia of the full peony form. Color of flowers vary from dark red to light rose pink, depending on the hydrogen ion concentration of the soil.

The usual form is that of a full globular sphere, 3 to 3½ inches in diameter, composed of 230 distinctly incurved, tipped petaloids, resembling an incurved chrysanthemum, and the large reflexed guard petals are seldom noticeable.

Some of the first blossoms of the season may develop flowers with conspicuous guard petals, and the center petaloids then lack the usual form of being distinctly incurved, but are twisted and curled, intermixed with larger petals, all arranged in compact spherical form.

Either type of flower is very handsome. Our experience leads us to believe this is one of the hardiest Camellias for growing in the Northern limits of the Camellia zone. Flowers freely from middle of November to middle of March. It is equally good for greenhouse culture,

ROBT. O. RUBEL, JR., Prop.

"Longview"

Crichton, Ala.



Lot 18....

For a strong, sturdy, symmetrical grower, to be used as a specimen evergreen, producing an abundance of floral color during the winter months, this Camellia will appeal to those who can grow it in the open.

Flowers $4\frac{1}{4}$ inches and larger, color deep to brilliant red, composed of 20 or more very large petals, with stamens in part, transformed into irregular petals in the center.

Makes a wonderful showy variety for landscape use in mild winter latitudes.

Individual flowers usually borne on long stems, are very handsome, but much too large and coarse to be classified as a desirable cut flower.

Blooms very profusely December to March in the latitude of Mobile.

This variety has furnished seed producing some very fine full double, double, semi-double as well as single flowering Camellias. It deserves space in every Camellia fancier's collection.

Our Lot 21 makes a splendid companion plant for this Camellia, since the form and size of both flowers are very similar.

"Longview"

Crichton, Ala.



Lot 21

This Camellia is sold under seven different names by nurserymen in other sections of the country. We have not been able to definitely identify it in any of the old Camellia monographs. The illustration fails to do the flower justice. It is a real gem for an outdoor ornamental Camellia, because of the large, showy flowers that are produced so abundantly.

Blossoms are 4 to 5 inches in diameter, petals in loose graceful formation with fragrant golden anthered stamens.

The coloring reminds one of old fashioned peppermint stick candy. Very large reflexed petals, with light pink and rose stripes on white ground, and darker veining.

A glorious semi-double variegated, blooms naturally and profusely January, February and into March.

Deserves a place in any collection of Camellias whether grown outdoors or under glass. While strikingly beautiful, it is rather too large and gaudy for use as a cut flower. Often produces solid rose pink flowering sports. Habit of growth is compact and pyramidal.

"Longview" ROBT. O. RUBEL, JR., PROP. Crichton, Ala.

"Longview"

Crichton, Ala



Lot 25.....

An exquisite porcelain white Camellia, with an occasional stripe or spot of rose marking on one or more petals.

Flowers double, 3½ inches and larger, petals unfold gradually from bud in center and reflex closely to the exterior petals. Blooms naturally in January and February.

This is an outstanding variety for greenhouse culture and an exquisite cut flower. Occasionally sports of a delicate pink are borne. We have propagated a few of these sports under our Lot No. 84. Small plants of this magnificent pink will be released for propagating purpose to nurserymen about 1935.

Possess a very strong, vigorous habit of growth, and produces an abundance of flowers. This variety is not offered under a horticultural name, although we know of its being sold under a number of different names at other nurseries.

Unfortunately we have not been able to definitely identify this beautiful Camellia under its correct name in any of the old horticultural books or monographs.

Because of the fine form and luxuriant foliage, it is always greatly admired, and it is highly recommended as a greenhouse variety suitable for cut flowers.

Robt. O. Rubel, Jr., Camellia Specialist

"Longview"

Crichton, Ala.



Lot 28....Pink Perfection...

Vivid iridescent shell pink, with wax-like flowers. One of the best commercial varieties for cut flowers.

Pink Perfection is frequently sold as Lady Hume's Blush, and is marketed under six or seven other names by the trade.

Regardless of name, it is a most appealing pink flower Camellia, because of its perfection in form, structure, delicate tint, vigorous constitution and extraordinary florescence.

Flowers 2½ to 3 inches in diameter, full double, with 130 petals gradually diminishing in size to the center.

Petals are distinctly incurved or cupped at edges as the buds open and gradually recurve in maturity.

Blooms naturally from middle of November to middle of March, and is an old favorite, admired by all flower lovers.

Recommended for greenhouse culture for cut flower production or as an ornamental wherever Camellias can be grown outdoors.

"Longview"



Crichton, Ala.



Lady Hume's Blush (Genuine) Lot 37....

The genuine Lady Hume's Blush is extremely rare, and the most difficult of all Camellias to propagate.

It will appeal to those who wish an outstanding variety of soft, flesh-tone, blush-white. Berlese monograph illustrates and describes this variety in Vol. 2, under the name *Incarnata*, (flesh) stating it was imported from China to England in 1806 by Lady Hume.

This fine Camellia is illustrated in color on the frontispiece of The Greenhouse Companion, 2nd edition, published May 1, 1824, at London. It is described here as Lady Hume's Blush and *Flavescens*.

Other earlier writers mention it under the names of *Carnea* and *Kewblush*.

For the past few years, a number of inferior varieties of Camellias have been sold under the name of Lady Hume's Blush by different propagators.

Flowers full double, 2 to 3½ inches in diameter, petals imbricated, tufted, slightly acuminate, sometimes crenated at the summit, on each other.

Blooms freely all thru December and January. Illustration above shows a partially opened flower.

This is a very charming variety suitable for the florist trade and a prize acquisition for the garden.

Robt. O. Rubel, Jr.

Camellia Specialist

"Longview"



Crichton, Ala.

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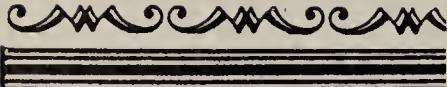
Lot 41.... *Candidissima*....

Of this well known and very popular Camellia, named *Candidissima*, there are two distinct kinds. They are similar in foliage, but in habit of growth they are decidedly different. One variety has a remarkable free flowering habit and is most valuable for the pure white full double flowers produced about the middle of February to the last of March.

The other variety was widely disseminated in this country 50 or more years ago and still sold, but seldom produces flowers or buds.

Plants of this latter variety are often sold to the trade at very low cost, but is not worth growing except as a broadleaf evergreen.

The original *Candidissima* was introduced from the Orient by Chandler's Nursery in 1816. Flowers 3 to 4 inches in diameter, very pure white, petals regularly imbricated, a little crenated at the summit, and diminish in width in proportion as they approach toward the center. A magnificent white flower suitable for the florist trade or for the Camellia garden. No collection of choice Camellias is complete without this exquisite variety. Sometimes it is mistaken for Lady Hume's Blush, which it resembles in form.



Robt. O. Rubel, Jr., Camellia Specialist

"Longview"

Crichton, Ala.



Lot 44

An attractive deep pink, occasionally marked with white blotches. This double flowering Camellia has two sets of minute stamens, seldom large enough to be noticed, on fully opened flowers.

It requires uniform cool temperature for perfect development of flowers, and for this reason it is recommended for greenhouse culture in the North, where 40 to 50 degrees F. day temperature can be maintained thru the blooming period.

Flowers naturally in January and February. For outdoor culture, young plants develop only a small per cent of perfect flowers from the numerous buds.

The parent tree was a robust grower and carried thousands of buds each season. We sold and shipped this large plant in 1931 to South Carolina.

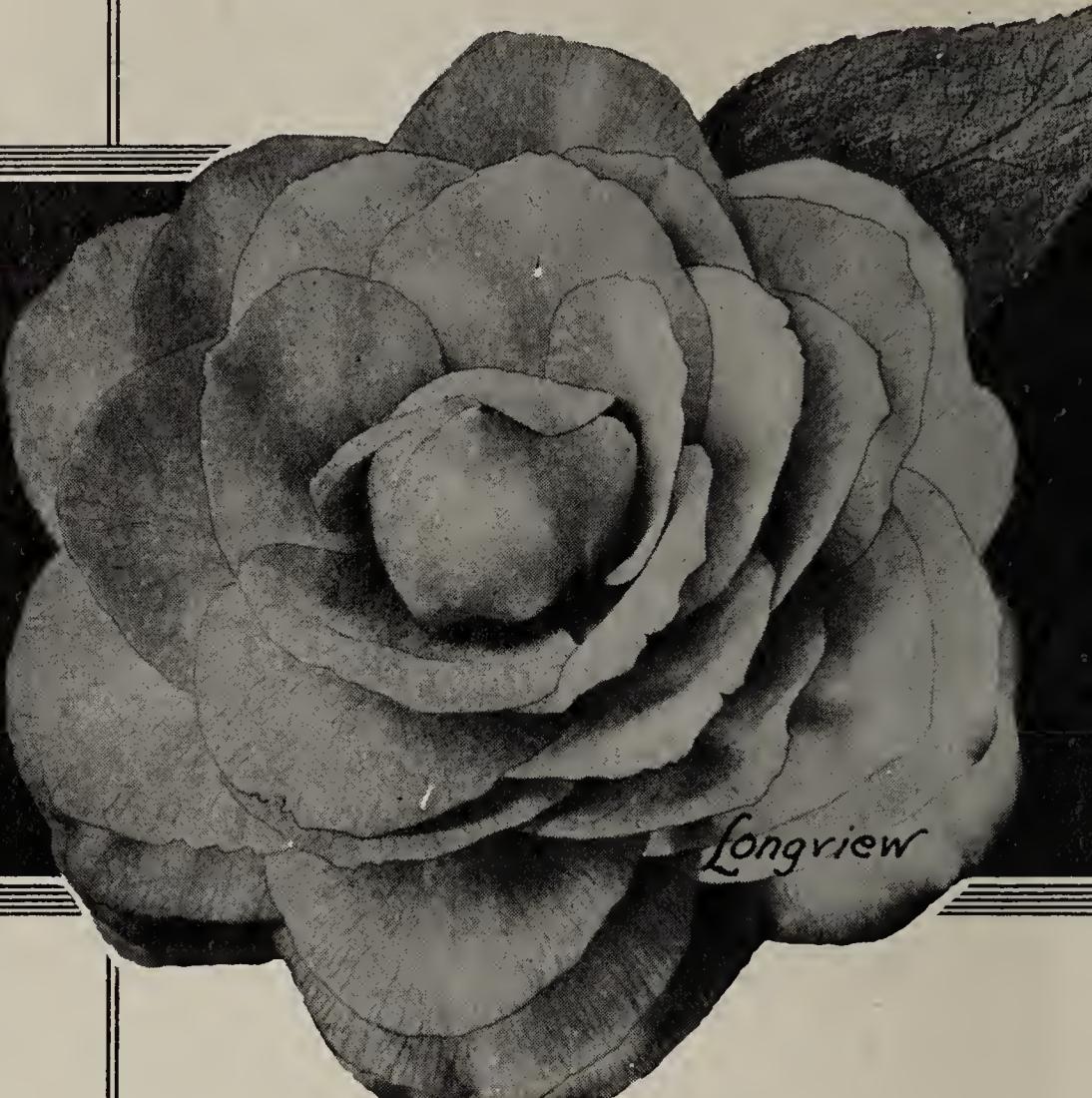
Young stock has a tendency to make tall, thin plants which later develop roundness and character.

While we do not recommend this variety as a free blooming sort for outdoor culture, it merits a place in any of the larger collections where an attractive double flowering deep pink Camellia is needed.

"Longview" ROBT. O. RUBEL, JR., PROP. Crichton, Ala.

"Longview"

Erixton, Ala.



Lot 47....

An early blooming, full double, rose form varigated, with clear, soft rose-pink petals shading to cherry red, irregularly marked with white.

Blooms in the latitude of Mobile, outdoors, from late November thru February.

Flowers 3 to 3½ inches in diameter, composed of 130 petals, of excellent form and suitable for the florist trade, as cut flowers if grown in a cool temperature.

Both trees from which our stock was secured, were strong, vigorous specimens, and one of them was over 90 years old.

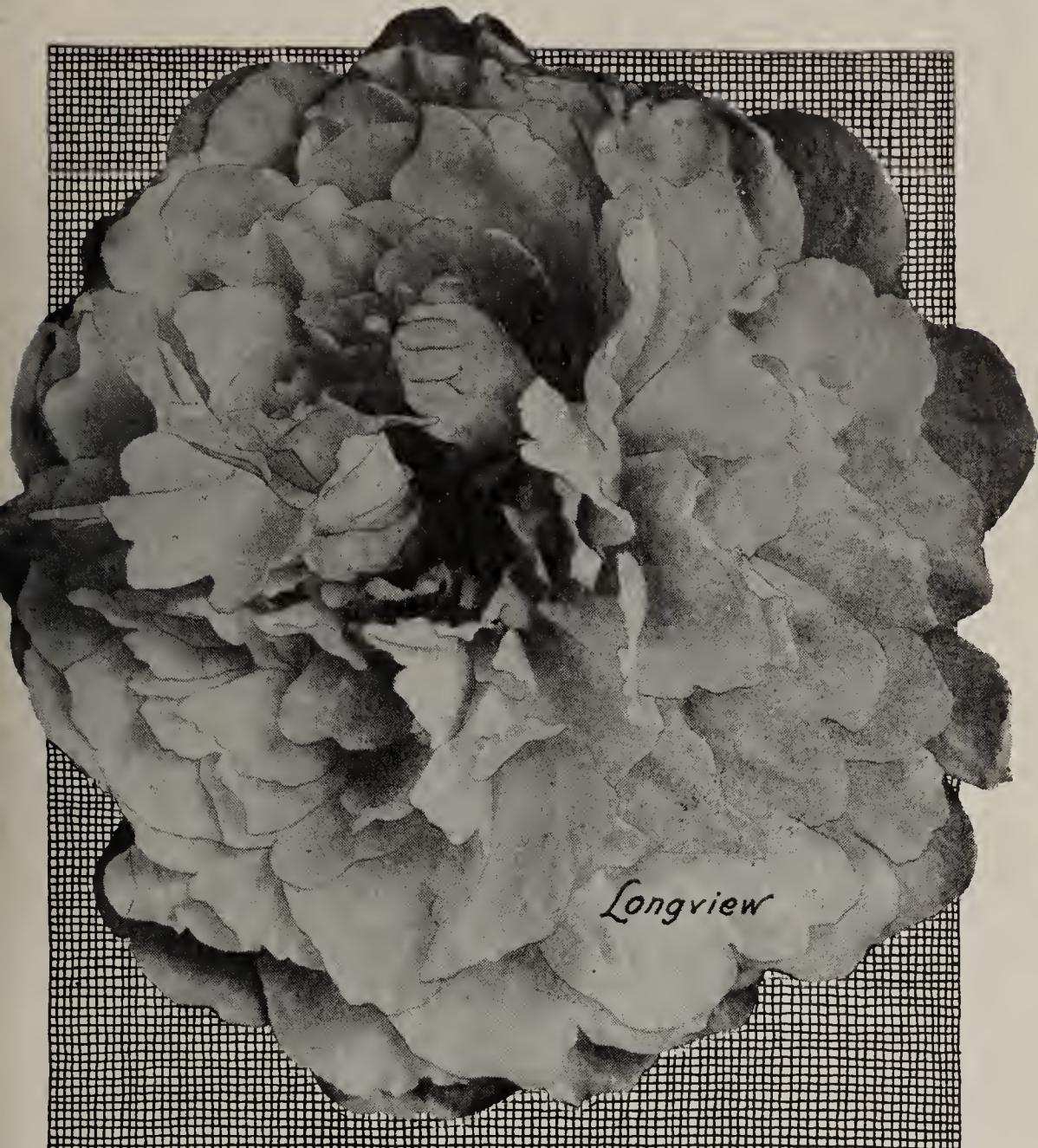
We disposed of and shipped these parent plants to South Carolina in 1931-32 season.

Our supply of plants of this choice varigated Camellia is limited.

ROBT. O. RUBEL, JR. CAMELLIA SPECIALIST

"Longview"

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Let 50.. Snow on Mountain...

This species of *Camellia sasanqua* is of more rapid and vigorous growth and probably the easiest to flower of all *Camellias*.

Flowers pure white, 3 to 4 inches in diameter, delightfully fragrant, reminding one of white clover or honey locust.

Loose to full peony form flowers have 50 to 170 petals, intermixed with a few short stamens, tipped with golden anthers.

In the juvenile stage of development, these plants are inclined to be somewhat straggly or of open growth, however, they soon make compact, bushy plants, and in season, are completely covered with numerous pure white flowers.

Blooms naturally November and December, and should prove to be a desirable Christmas pot plant if grown in a cold greenhouse.

Robt. O. Rubel, Jr.

Proprietor

"Longview"

Crichton, Ala.



Lot 53... Compt d'Yomer..

Here's one of the popular, old named varieties described and illustrated in Verschafeldt's monograph.

Flowers 3 inches and larger, composed of 60 to 100 petals diminishing in size with a number of very small petaloids and golden anthered stamens in the center. Edge of petals white with delicate pink tint ground, irregularly penciled and speckled with old rose. Blooms naturally January and February.

For greenhouse culture in the North where uniform cool temperature can be maintained, it blooms easily. As an outdoor ornamental in the latitude of Mobile, only a small percent of flower buds develop to perfection. In spite of this habit, sufficient perfect flowers are usually produced to justify growing this delicate tinted Camellia outdoors in mild winter latitudes.

"Longview" ROBT. O. RUBEL, JR., PROP. Crichton, Ala.

"Longview"

Crichton, Ala.



Lot 54....

This very handsome Camellia is not offered by name, although it resembles in form and color, MARQUISE D'EXETER illustrated in Verschaffelt's *Iconographie des Camellias*, 1849.

Until we have authentic identification as to the correct name, it will be sold under our Lot No. 54.

The form and color of individual flowers vary. They are excellent in the half-developed as well as fully expanded blooms. Color varies from soft satiny salmon pink, to shades of medium salmon rose, occasionally marked with trace of white.

Flowers 3½ to 4 inches, composed of 15 or more large outer petals, and center of 50 to 100 narrow ruffled and rumpled, compactly arranged petals in the form of a depressed sphere. Other flowers are in the conventional full rose form. Both types represent an excellent Camellia for commercial cut flower production or as an outdoor ornamental.

They bloom freely and the flowers are usually carried on rather long stems.

A magnificent Camellia for growing under glass or for outdoors, blooming naturally from middle of December to middle of March.

"Longview"

Crichton, Ala.

ROBT. O. RUBEL, JR., PROP.

"Longview"



Crichton, Ala.



Lot 56....

The author has made many attempts to photograph this variety, with hopes of securing a picture that would show its fullness and wonderful form.

Because of its large, globular, or well rounded flowers, none of the photo's nor the above illustration, gives the faintest idea of its magnificence.

It is unquestionably one of the finest, shell pink Camellias of the full peony form. It blooms naturally and freely from middle of November to February, producing flowers four inches in diameter.

The parent plant has an interesting background history. It has grown for more than sixty years on the estate of a highly respected and nationally known personage.

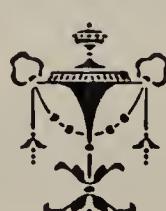
Lack of space does not permit a detailed story of this worthwhile Camellia.

Desirable as a cut flower, and should be grown in every fine collection of Camellias.

"Longview"

ROBT. O. RUBEL, JR., PROP.

Crichton, Ala.



"Longview"



Crichton, Ala.



Lot 87... *Sophia*

In color and form, Sophia resembles the old Favorite, Elegans Chandlerii, except for size of the flowers and period of blooming.

This is one of the earliest and very free blooming Camellias, often coming into flower the last of October and continuing through Christmas.

Flowers 3 to 3½ inches, composed of 10 large guard petals and usually 100 incurved tipped petaloids in the form of a depressed sphere. Occasionally a few undeveloped stamens are to be found among the petaloids.

Here is a variable colored Camellia.

Sometimes all the guard petals may be pure white, while the center of the flower is pure pink or light cherry red. Other flowers may be solid pink or darker shades of cherry, irregularly sprinkled (or blotched) with white.

It is a wonderfully showy variety, beautiful in any of its many colored varieties.

Stock is very scarce and our supply limited. Suitable as a cut flower and a magnificent outdoor ornamental Camellia.

"Longview" ROBT. O. RUBEL, JR., PROP Crichton, Ala.

"Longview"

Crichton, Ala.



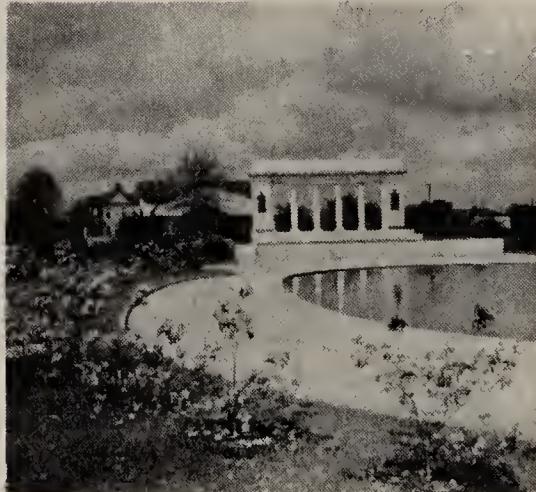
Lot 91....

A formal type of full double Camellia, with flowers 3 inches and larger in diameter, composed of 120 imbricated petals. Color varies with the type of soil in which the plants are grown, producing flowers of rose-pink, fading to pink tint and occasionally showing suffusion of white or a few white stripes.

The parent tree which was very old, was transplanted to the Soldier's Memorial Park several years ago, and has since died because of poor drainage.

This variety produces suitable blossoms for commercial cut flowers, and makes a nice specimen for landscape planting.

Only a limited number of plants available.



SOLDIERS MEMORIAL AT MOBILE

Search the World Over



for Camellias
from Europe to
the Orient
then visit
"Longview"

Here you will find perhaps the largest collection of pot grown Camellias, more rare and distinct commercial varieties and many fine hybrid seedlings of merit.

Visiting nurserymen, florists and veteran globe trotters tell us they have never seen finer Camellias or as many varieties in any of their travels.

Most of our plants are pot grown; can be shipped safely any season, at lower transportation cost than field grown stock, because the dirt on a field grown plant weighs 4 to 10 times as much as plants of the same age, grown in pots. You get all the roots, undisturbed, when buying pot grown Camellias. This too is an important consideration.

Camellas from "Longview" have been shipped all over the U. S., to Hawaii, and even to China, their native land, without a single damaged plant.

This little catalog illustrates only a small per cent of the hundreds of varieties grown, besides large quantities of choice hybrid seedlings of our own introduction, to be released in future years.

Other catalogs will follow, offering additional varieties from year to year.

Retail purchasers may obtain the Camellias offered in this catalog, through their local florists or Nurserymen. We do not solicit retail business.

Dealers will kindly write on their business stationery in applying for wholesale price list.

Illustration below shows interior of our No. 4 winter storage house where part of our Camellias are carried without heat, from December thru February. These plants are grown under lath shade the balance of the year.

DON'T "OVERLOOK" THIS FACT

"Longview" is not affiliated or connected with any other nursery or florist establishment having the same P. O. address.

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"Longview"
Robt. O. Rubel, Jr., Prop.

Crichton, Ala.
Camellia Specialist.



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